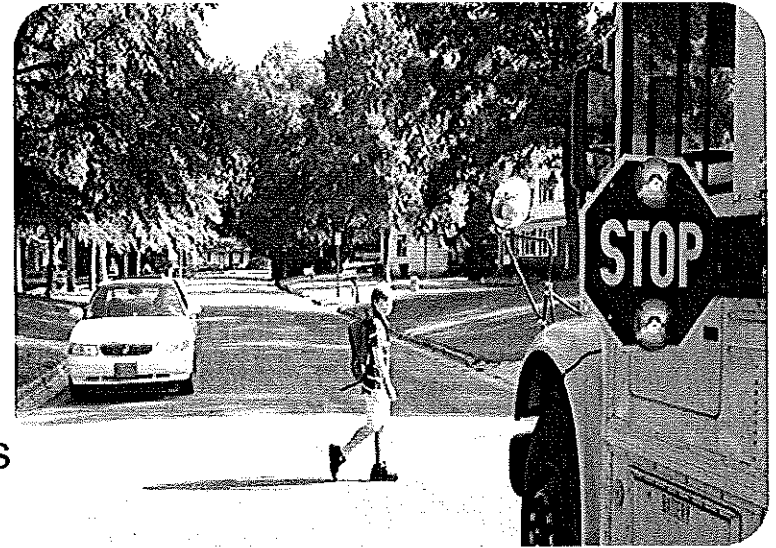


 **SmartBus** *LIVE!*

“Protecting Our Most Precious Cargo”

Massachusetts



**State of Connecticut
School Bus
Safety Program**

 **SmartBus** *LIVE!*

Mission Statement

“To provide smart system technologies that increase the overall safety of children riding, loading and unloading school buses, while providing new revenue streams to the state, city and school departments.”

Primary Challenges for School Departments

- ❑ Motorists illegally passing school buses creating traffic safety issues for children getting on and off the bus
- ❑ Budget constraints- Cities and/or schools do not have enough money to enforce stop arm violations to increase safety for children riding school buses
- ❑ Disorderly Conduct or inappropriate student behavior inside buses creating safety issues for other students and drivers



School Bus Safety Facts



- ❑ From 1996 - 2006, 47 school age pedestrians (younger than 19) have been struck and killed by motorists illegally passing school buses
- ❑ One half (50%) of all school age pedestrians killed (loading and unloading a bus) are between the ages of 5 and 7
- ❑ According to the New York Association for Pupil Transportation, 50,000 motorists pass stopped school buses each day in New York

What is the SmartBus Live System?

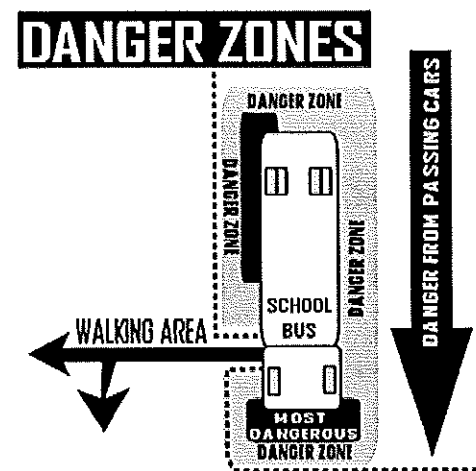
First automated live digital video school bus violation monitoring system in America

External school bus violation detection system

provides **live digital video feed** to monitor all bus stops for violators passing school buses along with an automatic ticket issuance system

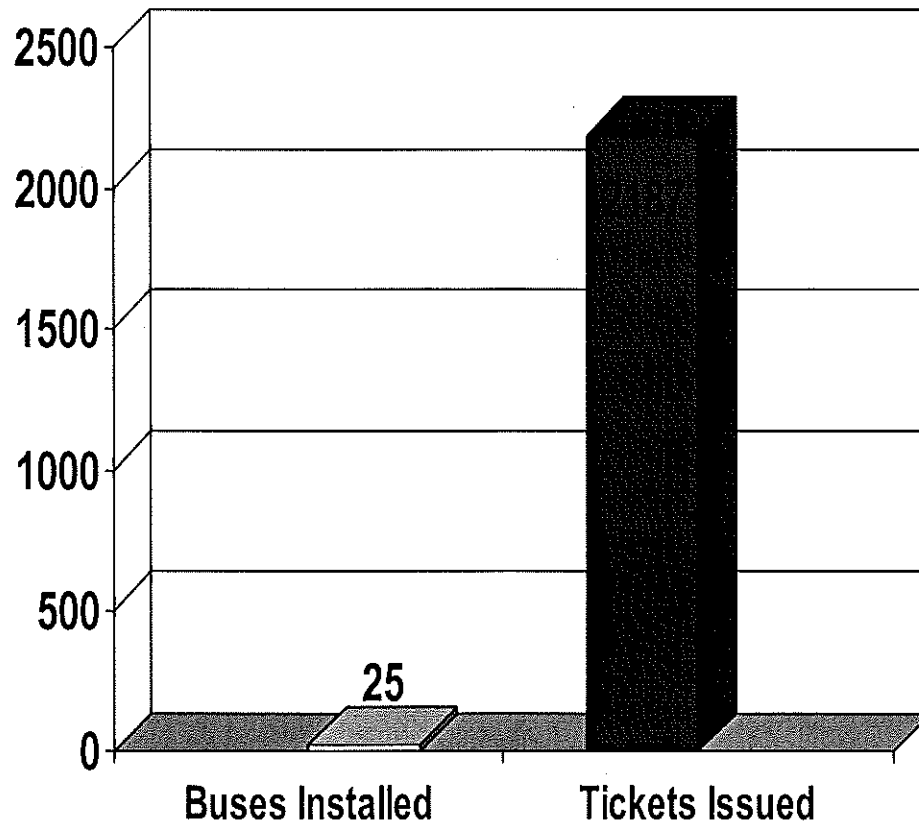
Optional Internal bus monitoring system

provides **live digital video feed** to a central storage site so student behavior and incidents can be reviewed when necessary by school officials



The Force Multiplier Effect

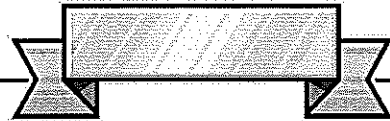
(Actual Violation Data to Date)



- Since legislation was enacted, actual ticket violations have averaged 1.2 tickets per bus each day over the past year
- With only **25** buses installed with the SmartBus Live! System in the State of Rhode Island the Police have issued 12 times the number of tickets as compared to traditional methods

Safety Benefits to School Departments

- ❑ Increased bus driver focus on safe driving when SmartBus System is installed and operating
- ❑ Deterrent to possible violators passing buses while children are loading or unloading.
- ❑ Increased student safety inside bus from bullying, drugs and/or other potential threats from other kids
- ❑ **No cost to the State/City/Town/School District for the increased safety**

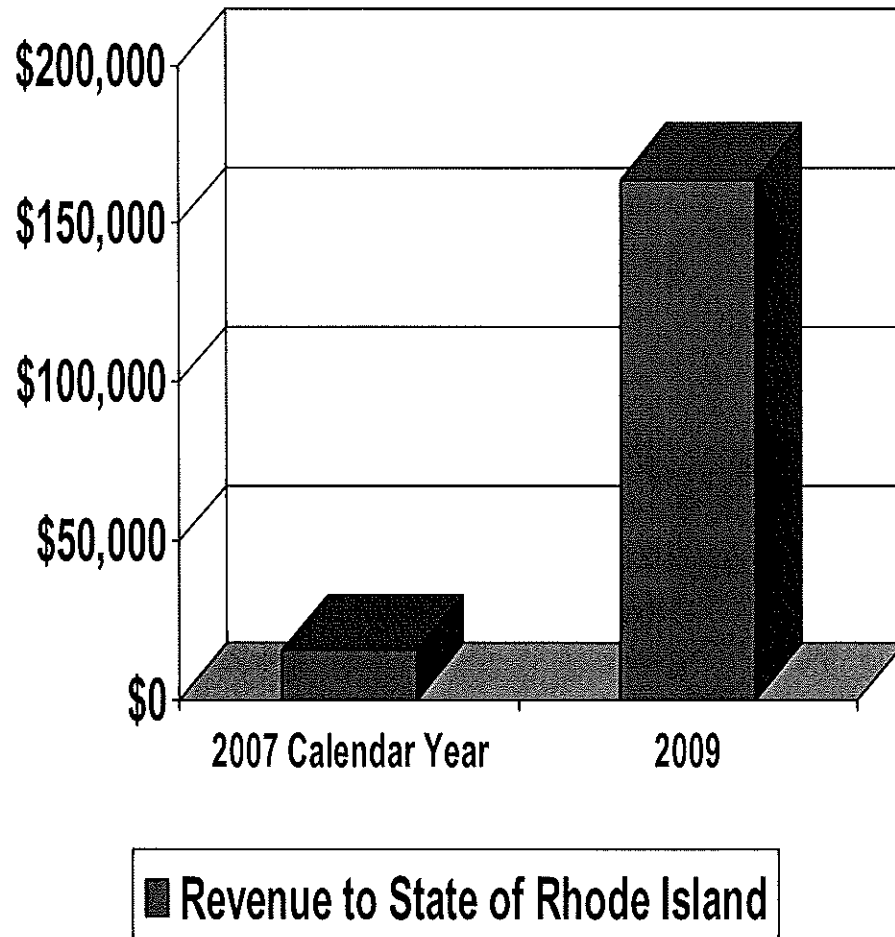


External School Bus Violation Detection System

- ❑ The System **Creates an Incremental Revenue Stream** for school programs, municipal payroll or any other designated need as determined by the state/city or town
- ❑ There is **No Cost to the State/School District/City/Town** for the installation or continued monitoring associated with the SmartBus Live! System
- ❑ SmartBus Live! technology focuses on the **Outside of the Bus** utilizing cameras housed adjacent to stop arm to record and cite violators passing school buses when stop arm is deployed



Actual Revenue Results



- In 2007
 - **131 violations** issued Statewide on the entire **1,400 bus fleet** generating **\$15,481** for the State of Rhode Island
- In 2009 (with SmartBus Program)
 - **2187 violations** issued on **only 25 buses** installed with the SmartBus Live! System generating **\$164,025** to the State of Rhode Island

Financial Benefits to State/Municipalities

Estimated incremental revenue to the State, City and/or Schools from ticket violations

(Assumptions: 1.2 Tickets/Day/Bus, \$460.00 violation fine and 25% Revenue stream to State/City)

- 10% of bus fleet installed (700 Buses) = **\$17,388,000**
- 15% of bus fleet installed (1050 Buses) = **\$26,082,000**
- 20% of bus fleet installed (1400 Buses) = **\$34,776,000**



Conclusion



Benefits to State/City/Town/Parents/Students/School Officials

- ❑ Increased bus driver focus on safe driving when SmartBus System is installed.
- ❑ Increased student safety inside bus from bullying, drugs and any inappropriate behavior from other kids and potential threats
- ❑ New revenue dollars created for State/City/Town/School District from violators passing school buses.
- ❑ Greater control for School District over bus driver performance, student behavior and all other activity via archived footage
- ❑ ***No cost to the State/City/Town/School District for the increased safety***

